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Arizona Office of Tourism Consumer Travel 2010-2011 Media Plan

GRAND CANYON STATE Updated 9/15/10		2010					2011			
	MEDIA	28 5 12 19 26	August 3 2 9 16 23 30 6	September October 8 13 20 27 27 4 11 18	25 1 8 15 22	December 29 6 13 20	27 3 10 17 24	31 7 14 21	28 7 14 21 28	April Msy June 8 4 11 18 25 2 9 16 23 30 6 13 20 27
PRINT AND ONLINE Audience Science Behavioral Targeting with target demos Behavioral Targeting with target demos Geo-targeted to all primary and secondary markets Size Retargeting and Contestual Channel targeting with Travel, News and Weather Ad Sizes: 300:250, 728:90, 160:660 Total Impressions per month: 3,250.000	Co-Op YTN Description									
<u>Audubon</u>										
Co-op only runs nationally. 400,000 circulation 165,000 West of MS circulation, includes Chicago High Impact Co-Op Section, section posted on audubonmagazine.org 2 month ROS ad banner on audubonmagazine.org	Arizona Travel Section Co-op. Designed, written and produced by Audubon for each advertiser. Place length determined by co-op partners. Section posted on audubonmagazine.com with text links to AOT and co-op partners.						FP4C	. Со-ар		
Budget Travel 123,000 circulation for LA/Chicago only FP4C, 4 Page Gatefold custom in-book and interactive map piece	N					FF	4C		4 Page Gatefold Map Co-op	FP4C Girlfriends Getaway Issue
Chicago Magazine 160,092 circulation for Chicago Two 4 page sections Turn-key Spring Training Sweepstakes, Chicagomag.com promotion, Chicago mag social media pushes	<u>N</u>						4 Page Spring Training Section	4 Page Spring Training Section		
Chicago Tribune Circ. MF 465,892, Sa 378,025, Su 803,220 Circ. MF 465,892, Sa 378,025, Su 803,220 Circ. MF 465,892, Sa 378,025, Su 803,220 Circ. MF 465,892, MF 465, M	<u>N</u>					6th 13th 22nd 12/5 Travel Front Page Strip 12/6 Red Eye FP4C 12/8 Red Eye FP4C 12/13 Sports 1/2P4C 12/13 Sports 1/2P4C 12/22 Good Eating Front Page Strip	9th 13th 17th 24th 1/3 Travel 1/2P4C 1/13 At Play Front Page Strip 4C 1/17 Red Eye 1/2P4C 1/24 Red Eye 1/2P4C	2nd 13th 20th 2/2 Good Eating 1/2P4C 2/13 Sunday Tabloid 1/2P4C 2/20 Sunday Tabloid 1/2P4C	3/13 Travel 1/2P4C 3/27 Travel Front Page Strip	
Chicago Tribune Interactive Chicago/Neu.com - AOT Custom Sponsorship Package w 50 top blogs - fixed 300:250 Chicago/Tibune.com - 72 AdMails sent during campaign - custom email bitasts Chicago/Tibune.com - Travel Unraveled Newsletter placement - 160:600 Chicago/Tibune.com - ROS Behavioral Targering, Travel Enthusiast 5 Outdoor Enthusiast - 300:250, 728:d0, 160:600 Chicago/Tibune.com - ROS. Travel. Sports, Local News, Besaking Sports, Breaking News - 300:250, 728:d0, 160:600 Chicago/Tibune.com - Mobile Not - 120:200, 1680:25, 216:d8, 300:50 Redsyechicago.com - Mobile ROS - 120:200, 1680:25, 216:d8, 300:50 Redsyechicago.com - 160:30 - 728:d0, 300:50 Redsyechicago.com - ROS - 728:d0, 300:50 Chicago/Metodis.com - ROS - 728:d0, 300:50 Chicago,Metodis.com - NOS - 468:d0 Chicago,Metodis.com - NOS - 468:d0 Chicago,Metodis.com - Mobile Pick of the Week Sponsorship, 1 during campaign - test aftert Added Value: 10% in added value in the Week Sponsorship, 1 during campaign - test aftert Mobile Text to Win Contest with plane tickets as added value Total Impressions per month 1: 6,050:255	Y ChicagoTribune.com Ad Mail co-op opportunity, up to 2 custom emails sent out during campaign to 50,000 within the database with target demo - up to 5 partners ChicagoTribune.com Banner Campaign - Based on AOT's overall spend with LA Times.com they are willing to extend the same special CPM rates for up to 5 partners during the campaign to help give a larger presence for the state as a whole. Min spend required, and pricing may not be applied to already existing plans. Opportunities to provide prize package components (hotel, attractions, dining)									
DenverPost.com Travel, Entertainment and Sports Channels Ad Sizes: 728:90, 300:250 Weekly Travel E-Neveletter - 1 per month of campaign Ad Sizes: 728:30(3, 300:250) Total Impressions per month: 257,136	N									
Kontera Contexual targeting campaign w/ Topic Targets Travel, News, Cooking & Drining, Entertainment, Home & Garden, Real Estate, Sports, Education, and Wedding & Anniversary Ad Sizes: Text & Logo Ad, 300x250 Estimated To	M									
Los Angeles Manazine 140,000 circulation 140,000 circulation PFAC, 3 Page Gastedid Added value includes: - The Food Event, Oct 24, 2010 LA Mag focus group (timing, tbd.) Spring training VIP sweepstakes (traffic driven to microsite via lamag.com homepage banner, ebilast)	<u>N</u>						FP4C	Gatefold	FP4C	
Los Angeles Times Circ MF-T75-11. Sun 941,914, Brand X 100,000, LAT May 400,000 104P4C1 - editorial, FPAC in Brand X, FP4C in LA Times Magazine Added Value: Event Presence, TB0	N					1/2th 1/4P4C + matching edit Outdoor + Travel, Culinary-Food Travel sec, Food sec	1/4P4C + matching edit, FP Mag Shopping/Nightlife LAT Mag, Image Sec	7th 23rd 1/4P4C + matching edit Golf Theme Sports sec, Brand X	13th 27th 1/4P4C + Matching Edit, FP Mag Travel Sec, LAT Mag	
LATImes.com Spoilight Destination Widget on Travel Section Front - 1 fixed month Travel Marketybace Widget on Travel Section Front - 1 fixed month L.A. Times News Reader (Phone App Living Section Sponsorship - 1 sted month Entertainment Marketybace Widget on Entertainment Section Front - 1 fixed month Sponts Outpoors Blog Sponsorship - 1 fixed month Travel Blog Daily Travel & Deal Blog BCO - 300/250, 728:e00 Sponts Outdoors Blog: Outpoors Blog ROC - 300/250, 728:e00 Travel Blog Daily Travel & Deal Blog BCO - 300/250, 728:e00 Sponts Outdoors Blog: Outpoors Blog ROC - 300/250, 728:e00 Travel Blog College Section ROC - 300/250, 728:e00 ROS Behavioral Targeting Segments: Travel, Food & Drink, Resort & Spa and Cultural Arts - 300/250, 728:e00 ROS Behavioral Targeting Segments: Travel, Food & Drink, Resort & Spa and Cultural Arts - 300/250, 728:e00 Getaway LA Travel Newsletter - 1 per month - 300/250, 234:e00 Added Value: Co-Branded Others & Deals Promotion Email Islast, 728:e00, 300/250 Islance, LATimes Facebook and Twitter placement Total Impressions per month: 1,002,000	Y LA Times com Ad Mal co-op opportunity, up to 2 custom emails sent out during campaign to 24,000 within the database with target demo - up to 5 partners LA Times com Banner Campaign - Based on AOTs overall spend with LA Times com they are willing to extend the same special CPM rates for up to 5 partners during the campaign to help give a larger presence for the state as a whole. Min spend required, and pricing may not be applied to already estitling plans.									
National Geographic Traveler 63,000 circulation for LA and Chicago 12-page Artona mini-magazine. AOT to receive 2 FP ads within. Added Value: Reprints of section, 2 dedicated enewsletter baltsts & online inclusion in promotion page	<u>N</u>								12 Page AOT Booklet	
Orbits Homepage placements - Primary & Secondary Markets, excluding Canada - 728:80 Centenpot (Homek/Mrthetle/Pig) - Primary & Secondary Markets, excluding Canada - Custom Size Geo-Targeting - Primary & Secondary Markets, excluding Canada - 728:00, 300:250 Destination Targeting - Top 10 Competitive Set - 728:00, 160:e600 Sponsored Destination - Fight & Hotel Sections, Top 10 Competitive Set - 75:26, 160:e600 Travel Interest Guides - 728:e90, 300:055, 300:6600 Arizona Search Retargeting - 728:e00, 160:e600, 300:250 Added Value: A 000,000 ROS Impressions - 728:e00, 160:e600, 300:250, 300:600 Total Impressions per month: 1,381,944	N									



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| Column | C Updated 9/15/10 Solern
Travelers - Destination Arizona
Online Boarding Pass - 300:250
Print Boarding Pass - 300:250
Behavioral Targeting from Travel Searchers for AZ - 300:250, 728:490, 160:600
Residents of Primary Markets
Online Boarding Pass - 300:250
Print Boarding Pass - 300:250
Added Value: One month complimentary of new print module with download guide or
Total Impressions per month: 883,333 Y Co-op opportunity to participate in the Boarding Pass Print Module. This will be a co-op print on demand destination guide made available to Arizona ticketed passangers when they are printing out their online boarding passes. Limited to 5 partners total. Southwest Spirit
FP4C insertions
461,042 circulation
Added Value: Southwest Directed Gate Games FP4C Scottsdale Section SFGate.com
Travel, Entertainment and Sports Channels
Ad Sizes: 728x90, 300x250
Total Impressions per month: 200,000 Travelocity
Origination/DMA Targeted Ad Units including Watscreen Interstitials - 160x600, 728x90, 300x250
Home Page Superpromo - 1000x220
Travelocity Audione Extension - 300x250, 728x90, 160x600
Regional Real Deals Email (West Coast) - three featured hotels; two 180x150 regionar real Liesa Emital (viest Loss) - three reautien Instes, two Lost 150 Custom Landing Page Real Deals Email (Central): 1,000,000 targeted impressions; Sponsorship of Southwest Regional page Added Value: Regional Real Deals Email (Central): 1,000,000 targeted impressions; Sponsorship of Southwest Regional page for 2 monits; 1,600,000 & 300,025 on hetel Popular Cities Page for 4 weeks Total Impressions per month: 1,138,888 Tribal Fusion
Custom AOT Travel Segment with Dynamic Ads and Retargeting- Geo-Targeted to Primary & Secondary Markets Ad Sizes: 300x250, 728x90, 160x600
Added Value: Retargeting upcharge and Dynamic Ad Execution
Total Impressions per month: 4,385,964 Weather.com
Multi DMA (Chicago, New York, Denver, San Francisco, Seattle, Minnespolis, Dallas) Targeted Top 300:600
Multi DMA (Chicago, New York, Denver, San Francisco, Seattle, Minnespolis, Dallas) Targeted Top 300:250
Desktop Multi DMA (Chicago, New York, Denver, San Francisco, Seattle, Minnespolis, Dallas) Targeted 300:250
Mobile Smart Multi DMA Targeted Banners - 120:20, 168:28, 216:36, 300:50
Mobile Smart Multi DMA Targeted Banners - 300:50
Mobile Android App Multi DMA Targeted Banners - 300:50
Mobile Android App Multi DMA Targeted Banners - 300:50
Total Impressions per month: 1,410,700 PPC & Facebook Google, Yahoo, MSN & Facebook Adlink - LA Y :30 Spots plus VOD and promo spots 1,507 Spots ABC-TV (KABC in LA and WLS in Chicago) Video on demand opportunity. Segments can be up to 3 minutes each, and timing is flexible throughout flight. Lead time to switch videos is 4 weeks. :30 Spots plus VOD and promo spots 1270 spots <u>Y</u> 8 standard billboards Clear Channel Outdoor - Chicago 5 wallscapes 10,133,200 impressions 5 wallscapes 2011 Arizona Official State Visitors Guide and Map (Madden Media) 450,000 print run. Delivered to consumers upon request and via Arizona visitor centers and CVB's.